

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Carpenter's Shop (The)

Northwest Pennsylvania Industrial Resource Center

#### The Carpenter's Shop Benefits from Redesigned, Optimized Web Site

##### Client Profile:

The Carpenter's Shop is a custom architectural millwork firm which processes rough, dry lumber into components for other cabinet and furniture products. The company employs 7 people at its facility in Ulysses, Pennsylvania.

##### Situation:

The Carpenter's Shop had an urgency to upgrade their website in light of the anticipated marketing of the company's new patented product, wood ceiling systems. The company had identified three main issues regarding their web site: 1) it was difficult to navigate; 2) slow dial-up was hindering efficient customer service; and 3) office computers were not networked resulting in inefficient office work. The company turned to the Northwest Pennsylvania Industrial Resource Center (NWIRC), a NIST MEP network affiliate, for help.

##### Solution:

NWIRC recommended a regional web developer to help redesign and optimize the company's website, as well as network the office. NWIRC also worked The Carpenter's Shop in applying for an IT Kickstart grant, a program that encourages small and medium-sized businesses to implement information technology projects. As a result of NWIRC's assistance, the company has increased their online quotes, and are better able to direct referrals to their website. In addition, the satellite internet connection has improved customer service and in-house efficiency.

##### Results:

Estimated:

- \* Increased sales of \$750,000.
- \* Created 5-10 new jobs.

##### Testimonial:

"NWIRC has helped us take great strides towards improving customer relations and developing our marketing strategy for our new product line. We have already received positive reviews of the new web site as well as numerous quoting opportunities due to site optimization."

Shalee R. Dart, Office Manager